



Piccolo Spoleto

2009 Theatre Application

May 22 – June 7, 2009

Theatre Series Information

Theatre productions are presented in a variety of different series at several venues including, Footlight Players Theatre (240 seat capacity), Charleston Music Hall (920 seat capacity), American Theatre (160 seat capacity), Theatre 99 (130 seat capacity). Other venues may be considered on a case-by-case basis.

Because of Piccolo's family-oriented nature and our continued emphasis on children's programming, theatre companies producing works that reach out to younger audience members are also encouraged to apply.

Application and Selection Process

All applications must be received Oct. 15, 2008 with check or money order for a non-refundable application fee of \$50. Please make checks payable to the City of Charleston.

Mail completed applications to: Laura Thompson, Piccolo Spoleto operations manager, City of Charleston Office of Cultural Affairs, 180 Meeting St., Suite 200, Charleston, SC 29401.

If you want your application materials returned, please send a self-addressed and stamped envelope or package that will hold all your materials with adequate postage for return. Otherwise, all application materials will be discarded at the end of the 2009 Piccolo Spoleto Festival.

Should you have questions regarding your application please contact Laura Thompson at (843) 724-3705 or thompsonl@ci.charleston.sc.us.

Selections will be made by Dec. 15, 2008 and applicants will receive final notice no later than Jan. 15, 2009.

What Producing Companies Should Know

- Theatre companies must present the productions submitted to and accepted by the 2009 Piccolo Spoleto theatre panel. No substitutions. No works-in-progress. Productions will only be presented in official Piccolo Spoleto venues.
- Piccolo Spoleto retains 25% of all gross ticket revenue (State of South Carolina claims 5% tax; the remaining 20% covers box office and marketing expenses, ticket brochure, program guide, Web site, etc., incurred by Piccolo Spoleto). Selected companies will receive 75% less production costs which might include: rental fees, insurance costs and/or co-producing arrangements. The specifics of these costs are determined by the series in which a company is placed.

Produced and directed by the City of Charleston Office of Cultural Affairs since 1979, Piccolo Spoleto is the official outreach program of Spoleto Festival USA.

180 Meeting St., Suite 200, Charleston, SC 29401
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- Theatre companies must adhere to Piccolo Spoleto Festival ticketing structures. Ticket prices range from \$12-\$25.
- Theatre companies will be responsible for all production expenses, both technical and artistic and for additional promotional efforts other than inclusion in the Piccolo Spoleto Festival ticket brochure (60,000 circulation) and program guide (60,000 circulation) and Web site. Each series provides in-house technical support.
- All productions should be designed to work in limited performance and storage space. Changeovers/load-in and load-out between companies must be thirty minutes or less. Total running time cannot exceed two hours. For planning purposes, optimum running time is 1 ½ to 2 hours, including intermission. Traditionally, performances are scheduled at three-hour intervals.
- Producers must provide stage manager and/or technical director who are responsible for instructing the house crew as to the specifics of the production or provide a very clearly annotated prompt script.
- Theatre companies are encouraged to provide additional promotion efforts. Handbills, posters and printed materials must prominently credit the festival as the presenter, as follows: "The 2009 Piccolo Spoleto Presents..." Failure to properly credit the Piccolo Spoleto Festival will render the company ineligible to reapply for two years. The success of most productions is directly related to companies actively promoting their show.
- Printed show programs must include: "Piccolo Spoleto is produced and directed by the City of Charleston Office of Cultural Affairs. It is funded in part by grants from the City of Charleston; the South Carolina Arts Commission and the National Endowment for the Arts, a federal agency; and Charleston County."
- Theatre companies are responsible for their own housing.
- Theatre companies must obtain a certificate of insurance holding the City of Charleston harmless for the acts of company agents. Proof of insurance must be provided by March 12, 2009. Companies not carrying public liability insurance may request to be included in a group policy secured by the City of Charleston. Companies not providing a proof of insurance certificate by March 12, 2009 will be eliminated from the schedule and no fees will be refunded.
- Requests for complimentary tickets for your own performances must be submitted and approved at least 48 hours in advance of the performance so that we may process through Piccolo's box office system and Ticketmaster. Request forms for complimentary tickets will be available at the Office of Cultural Affairs after May 8, 2009.

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- All deadlines will be strictly observed. Missing any of these deadlines may result in cancellation of your company's participation in Piccolo Spoleto.
- Piccolo Spoleto has the right to authorize complimentary tickets for use by its staff, special guests, sponsors, outreach programs and other reasons deemed necessary by the Office of Cultural Affairs. In consideration of this policy, **if a performance sells out**, the Office of Cultural Affairs will pay for any complimentary tickets that were issued for their use. Piccolo Spoleto authorized badge holders are allowed entrance to an event on a space available basis without acquiring a hard ticket but will be required to sign the complimentary ticket log.
- Any local fundraising/sponsorship appeals in the Lowcountry to support your production at the Piccolo Spoleto Festival must be coordinated in advance with the Office of Cultural Affairs.
- Any questions about these guidelines or contract issues should be addressed prior to submission. Please call the Office of Cultural Affairs at (843) 724-7305 or thompsonl@ci.charleston.sc.us.

What Piccolo Spoleto Provides

- Box office personnel, ticket printing and accounting of show receipts.
- Promotion of your production, as a Piccolo Spoleto Festival event, in Piccolo Spoleto ticket brochures (60,000 circulation) and program guides (60,000 circulation) which contain all Festival events, maps and relevant visitor information and inclusion on the Piccolo Spoleto Web site. This information is printed in The Post and Courier newspaper each day of the Festival.
- Volunteer ushers to work with house manager in cooperation with the volunteer coordinator, Office of Cultural Affairs.
- Assistance with media relations coordination, which includes placing and updating print and electronic media listings of Festival events (i.e., area newspapers, magazines, television and radio).
- General lighting and control equipment and house rep plot will be provided (determined by the house inventory); special color media and patterns will not be provided.

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- General sound equipment is provided and may include: cassette tape deck, CD player, mini-disc player, amplifier and mixing board. Any additional needs will not be provided.
- Any soft goods in the house inventories. Goods must be shared with other productions.
- Limited space at the central box office, press room and performance site for promotional material.
- In-house storage on a shared and limited basis.

Applicant Information

DATE: _____

NAME OF APPLICANT: _____

CONTACT PERSON OR DIRECTOR: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE (DAY): _____ FAX: _____

E-MAIL ADDRESS: _____

WEB SITE: _____

FOR FESTIVAL USE ONLY

Performance dates and times _____

Performance venue _____

Load-in time and date _____ Strike time and date _____

Venue contact name and telephone _____

Festival Outreach Requirement

One of the unique aspects of Piccolo Spoleto is that it provides the opportunity for the outstanding artists and performers from the Southeast to perform against the backdrop of Spoleto Festival USA. These exciting performances are moderately priced or admission free, making the Spoleto Festival USA experience accessible to everyone! In many ways, Piccolo

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Spoletto is the connecting thread between the Spoleto Festival and the broader community of the Lowcountry.

In keeping with the outreach mission of Piccolo Spoleto, all Piccolo performers are urged to participate in our outreach series that allows audiences unable to come to festival performances to still enjoy a sample of the Festival program. These outreach activities include a variety of short presentations in such places as the Piccolo Spoleto Petite Performance Pavilion, senior citizen centers, children's hospital wards, parks, street corners and the like. Festival coordinators will work with performers to design and schedule outreach activities with the Office of Cultural Affairs staff.

Please sign below if you are interested in participating in Piccolo's outreach program.

Required Attachments

- Resume of producing company and director of production(s).
- Six copies of the proposed script(s) or treatment(s) for new works.
- Cassette or CD recording for musicals
- Cover letter outlining the importance of producing your work as part of Piccolo Spoleto; dates the company is able to perform; a brief synopsis of the piece; target audience; estimated length of performance; number of cast members; contact name and phone number (day and evening).
- A succinct explanation of technical needs, i.e., ease or difficulty of load in/out, amount of stage spaced needed and other pertinent technical information.
- Submission of a ten minute VHS tape or DVD example of your company's work. Please note, all jury members are theatre professionals who understand that theatrical production often does not translate well into video medium.
- Application fee of \$50.
- Descriptive copy (50 words or less) and photograph to be used in the ticketing brochure and program book.

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